

THE FACTORS AFFECTING ON CUSTOMERS PURCHASE INTENTION OF WHITE KIDNEY BEAN PRODUCTS

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Abstract: *The research aims to study the factor affecting on purchase intention of white kidney bean product. In healthy market, the people are more concern about health food. The trend towards purchasing healthy products is growing among people. However, the white kidney bean is containing high nutrition, but it is not well known among Thai peoples. The white kidney bean is not popular in Thailand because almost the white kidney bean in Thailand are import from other country and hardly to find white kidney bean products in the market. So, there seems lacking in marketing research on the topic in preparation for new market of white kidney bean product. So, the quantitative questionnaires were conducted and also distributed 400 sets of questionnaires to the people who know the white kidney bean in Bangkok, Thailand. The respondents are both experience and unexperienced in white kidney bean. The descriptive analysis and multiple linear regression were used to confirm the results. A study of factors that affect the purchase intention include health consciousness, perceived product knowledge, perceived product quality, perceived product price, and subjective norm. The result affirmed that all the factors are effect in purchase intention of white kidney bean product which is perceived product knowledge is the highest effect and perceived product quality is the lowest effect on purchase intention of white kidney bean product.*

Keywords: *White kidney bean, Health consciousness, Perceived product knowledge, Perceived product price, Perceived product quality, Subjective norm, Purchase intention.*

Introduction

Nowadays, Food market in the healthy food segment are more popular among Thai peoples. The lifestyle was changed to be healthy concern. So, there are many organic product releases in the market. The people who consume good food will get high nutrient to their body that benefit for the physical and mental. There are a variety of good food include vegetable, fruit, whole grain, and also beans.

For the bean, it is the good source of protein, fiber, and naturally of fat free. In this research, the researcher is mainly study in white kidney bean that originated from South America. They have been cooking with minestrone soup as well as feature dishes. In white kidney bean, there are more contain high nutrition, which is fiber, protein, potassium, thiamine, vitamin B6. The beans also contain high iron than the beef and high calcium than dark beans. So, the researcher will be study in customer purchase intentions of white kidney bean product because this kind of bean will become more popular among group of healthy people. So, the important key factors to growth the business is to maintain and encourage the customer to purchase.

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The purchase intention is the mainly concern that the marketer will focus on because it is the basic concept that can be define and forecast the future trend. Then, it can be reaction of the customer that will be the willingness of a customer to buy the product. So, it can be impact on purchase decision of the customer. According to the research, the researcher will define the factors that affect the customer intention to purchase white kidneys bean products that can maintain and encourage the customer to purchase.

Objectives

The objective of this research is aims to define the most influence factors that affecting in customer purchase intentions. Then, the researcher intends to study the factors that the customer used to make purchase decision to buy the product, as well as to define the factor affecting in customer purchase intentions.

Scope of the Research

In this research, the researcher aims to study the affecting between perceived knowledge, health consciousness, product quality, product price, and subjective norm that affects to the customer intentions of white kidneys beans. So, this research is focusing in the people who live in Bangkok, Thailand. The target respondents are the group of healthy customers who are health concerned to know the white kidneys bean. The questionnaire will be distributed by the paper questionnaire. According to the research, the researcher will be use quantitative analysis methods to analyze the data.

Research Hypotheses

In this research, the researcher conducted six hypotheses based on this conceptual framework. The hypotheses have been summarized by the following;

H1: Health consciousness effect on purchase intention of white kidneys bean product.

H2: Perceived product knowledge effect on purchase intention of white kidneys bean product.

H3: Perceived product quality effect on purchase intention of white kidneys bean product.

H4: Perceived product price effect on purchase intention of white kidneys bean product.

H5: Subjective norm effect on purchase intention of white kidneys bean product.

Literature Review

Overview of White Kidney Beans product

Nowadays, there are many products that make from white kidneys bean. The first is raw of white kidney bean that is almost import from other country and also plant it in the north of Thailand. In Thailand, the royal project was experiential to plant the white kidney bean instant of opium in Chiangmai, Thailand. Moreover, the white kidney bean in cans is also available in Thailand including white kidney bean in tomato sauce, white kidney bean in salt. In some group of people, they may focus on supplementary of white kidney bean or white kidney bean milk. In the recent year, the peoples who concerned about their health use white kidney bean

Purchase Intention

According to Shah et al (2012), the term of purchase intention is the factor that influence in purchase decision. It is the studies of customer's reason to purchase the product. It is also the situation that the customer intends to buy the product in certain condition. The purchase intention is related to the personal perception, human behavior, and also the attitude of customers (Gogoi, 2013). In the related study, the

purchase intention consists of six stages that the customer deciding to purchase the product such as, interest, preference, knowledge, motivation, and persuasion (Kotler & Armstrong, 2010). The general concept of purchase intention is the study of customer's behavioral in psychological that is the indicator for the actual purchasing decision.

Perceived Product Knowledge

According to Hughner, MaDonagh, Prothero, Shultz & Stanton, 2007 claimed that knowledge is very importance factors that influence the customer to make the decision to purchase the product. It is the concept that can be understand the information, data, experience by their perceptions. The perceived knowledge is also created power to make a good decision and trust with the product. However, the customer who insufficient knowledge will affect in the purchasing the product if they do not have knowledge and hardly to create trust (Demeritt, 2002). The knowledge can be influence in customer's consumption because of the attitude that directly defined the decision making (Gracia & Magistris, 2008).

Health Consciousness

The terms of health consciousness are the people who are having consider and interest in healthy. Khaira, 2015 claimed that health conscious is the concept that the consumer takes the actions to be healthy concerned about healthy and unhealthy practices. It can be the character of customer who have lifestyle of eating and living on healthy habits. (Mindsoul, 2008). In addition, health consciousness is the positive affect that influenced the consumer to buy the products (Tarkiainen & Sundqvist, 2005). The consumer who have positive attitude with the health product is perceived as environmentally friendly and

healthier (Chen, 2009). Then, the people who are health conscious has more proactive sense towards health. They are an awareness of making choices in the favor of the maintaining and aware of lack of disease (Mindsoul, 2008).

Perceived Product Quality

Quality is the standard of something that can be measure by compare with other thing in same categories of product (Oxford Dictionary, 2018). However, the product quality is very important in the business because the customer needs the product which is not defect and feel satisfaction. The quality can measure value of money that is very important factors to make decision making (Riley, 2009). In a recent research, product quality means the value of money that more elastic in product price and more concerned in the quality. It is the motivator factors that affect to purchase the product (Ozguven, 2012).

The product quality in health product is controlling the quality of raw material or ingredient used to meets the quality attributes. It is the indicate to develop and improve the product (Marsdd, 2012). Then, the perceived product quality can be defined by different attitude of customer which depend on the overall product viewpoint.

Perceived Product Price

The product price can be defined the perceived value by the potential of customers (Business Dictionary, 2018). However, the price can be defined the position to compared with the competitor in the market. In the marketing strategies, the price is the mainly focus to boost that sale volume, for example reduce the price to boost up the perceived product value to customers. The price is very important factor to make the customer feel satisfaction because the customer can

define the value of products and service that they think (Heda, Mewborn & Caine, 2017).

In the related study, the price of health product is more expensive than non-health product because of premium ingredients. However, the consumer has less concerned of the price than the quality of product (Magnusson, Arvola, Hursti, Aberg & Sjoden, 2001). However, the effect of belief in the health is the expensive intuition which is the general inferences about the price and health. For healthy concerned, they always think about the information of the product before the price.

Subjective Norm

According to (Ajzen, 1991), the term subjective norm is to perceived the experience or behavior from group of peoples who are influence to the consumer. The influence people can be peer, parent, colleagues on an individual's behavior. It can be measured by normative belief without motivation to comply. However, the subjective norms are also directly influence in customer intention because of attitude of the customer intent to buy the products by following the reference group of people. It can be defined by perceived social pressure from other people who is certain manner and motivate to comply with the people's views. (Fishbein & Ajzen, 1975). However, the term of subjective norm is the individual decisions that influenced by attitude of family, friend, celebrity.

Research Framework

The conceptual framework is a model that the researcher uses to apply in this study to achieve the objectives of this research.

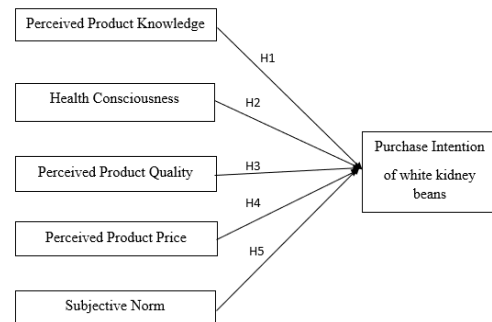


Figure 1: The Research Framework

Research Methodology

In this research, the researcher aimed to study the factors that affect in purchase intention of white kidneys bean products. The descriptive research method can be used to describe the characteristics of the respondents. It can be the phenomenon being studied. For research design, the researcher collects the data of 400 respondents by using questionnaire survey method to gather the data from both male and female respondents who know about white kidneys bean. All of the respondents are live in Bangkok, Thailand.

However, the researcher distributes the questionnaire by only one way which is paper questionnaire. The researcher decided to distribute the questionnaire by using convenience sampling and also snowball sampling. The researcher aimed to collect the data from many places that are the customers in health shop, customers in fitness club, and also people who live in Bangkok, Thailand. The researcher asks for the people who have known the white kidneys bean to complete the questionnaire. For the research to measure attitude, the researcher should "Likert scale" which consist of strongly agree, agree, undecided, disagree, strongly disagree as the way to measure the information in questionnaire.

The Results of Reliability

Variables	Alpha
Health consciousness	0.859
Perceived product knowledge	0.844
Perceived product quality	0.771
Perceived product price	0.848
Subjective norm	0.802
Purchase intention	0.870

Table 1: The value of the reliability analysis

From table 1, the result showed that the pretest analysis in each variable which consist of health consciousness, perceived product knowledge, perceived product quality, perceived product price, subjective norm, and purchase intention. The resulted for all variable are acceptable with the result above 0.6 which is questionable standard.

Results of the Study

The collected samples consist of 61.50% (246) of female that is the highest percentage and 36.80% (147) of male. From the result, most of the respondents in this research are age 24-41 years old or at 56.80% (227) who are in generation Y or millenniums followed by generation X who are age 42-52 years old or at 17.00% (68). Then, the respondents in generation Z who were age 10-23 or at 15.50% (62) followed by respondents in boomer II who were age 53-63 or at 9.30% (37). For the least group of respondents are peoples in baby boomer who were age 64-72 or at 1.50% (6).

In addition, the researcher classifies by six levels of individual income per month, majority group of respondents are having income 15,000-30,000 at 38.30% (153). followed by 30,001-45,000 at

27.00% (108). Next, it is the respondents who having income 15,000 or less at 20.80% (83) followed by 45,001-60,000 at 8.80% (35) and 75,001 or more at 3.80% (15). For the least group of respondents are peoples who having income per month 60,001-75,000 at 1.50% (6). Moreover, the majority of the respondents are employee in private company at percentage of 57.80% (231).

The result also shows that most respondents in this researcher are rarely to consume white kidney bean at 59.30% (237) followed by the peoples who consuming less than once a week at 28.30% (113). Then, the people who consume white kidney bean around once a week at the percentage of 6.80% (27) and the last group of respondents who are daily consume white kidney bean in different kind of products such as white kidney bean extract, white kidney bean in cans, supplementary product from white kidney bean. The people in this group at 5.80% (23).

Moreover, there are many kinds of products from white kidney bean that the respondent chooses to consume such as beverages with white kidney bean extract, white kidney bean in can, supplementary with white kidney bean. So, the most preference product which beverage with white kidney bean at the percentage of is 53.30% (213).

From the result, over all of the independent factors that effect to purchase intention of white kidney bean product are significant because the level of significance for all variable are lower than 0.05. So, it means that all factors have effect on the dependent in this study. Then, the researcher can be analyzed the factors in each hypothesis as follow.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.725 ^a	.526	.520	.50350

a. Predictors: (Constant), MeanHCN, MeanPPC, MeanPPK, MeanPPQ

Table 2: Model Summary

Null Hypotheses Statements	Statistical Test	Level of significance	Beta Standardize Coefficients	Results
H1o: Health consciousness have no effect on purchase intention of white kidney bean product.	Multiple Linear Regression	0.005	0.117	Ho was rejected
H2o: Perceived product knowledge have no effect on purchase intention of white kidney bean product.	Multiple Linear Regression	0.000	0.322	Ho was rejected
H3o: Perceived product quality have no effect on purchase intention of white kidney bean product.	Multiple Linear Regression	0.040	0.105	Ho was rejected
H4o: Perceived product price have no effect on purchase intention of white kidney bean product.	Multiple Linear Regression	0.006	0.123	Ho was rejected
H5o: Subjective norm have no effect on purchase intention of white kidney bean product.	Multiple Linear Regression	0.000	0.288	Ho was rejected

Table 3: Hypotheses Testing Result

According to the result, the researcher found that over all of the hypotheses in this study are significance because all of the independent variables have the level of significantly lower than 0.05. So, the researcher claimed that all of the factors are effect on the customer purchase intention of white kidney bean product.

Conclusion

In this research, the researcher aimed to study the factors that affecting on purchase intention of white kidney bean product. Although, there are less peoples who know the white kidney bean because

the customer hardly to find white kidney bean product in the market, but the majority of the respondents know that is contain high nutrition and good for their health.

The results from the studies shown that to purchase the white kidney bean products, it depends on the purchase intention of the customers. So, all of the factors are significant which is effect on purchase intention. Base on the result in this research, the survey results shown that the majority group of peoples who known the white kidney bean is the peoples in generation Y which is the age between 21-41 years old. It means that the main target customer for white kidney bean product is customer in generation Y. Moreover, they think they have purchase intention to buy white kidney bean products because they are more concerned about health consciousness and seek the knowledge which is affect directly to their health. Perceived product quality and price is also considered to be positive effect for purchase intention in white kidney products. Furthermore, the subjective norm which is the reference group of peoples are more influence to purchase intention. The most influence is healthy blocker who is review the health product on the social media.

Recommendation

In this part, the researcher would like to recommend the people who willing to sell the white kidney bean product. From the result, the most influence factor that effect on customer purchase intention of white kidneys bean product is perceived product knowledge. So, the seller should be concentrated in the information which has high nutrition to persuade the customer to buy the product if they know the benefit of white kidney bean. However, the seller should promote and provide the nutrition of white kidneys bean via online channel

(Facebook, Instagram, YouTube) by supporting the advertising. Then, the seller should mainly focus on the group of people in generation X and Y because they are willing to perceive the new product and good word of mouth to other peoples who are health concern. However, subjective norm was the second highest effect on purchase intension. Then, the researcher would like to recommend the peoples who willing to sell white kidney bean product should be focus on the most influencer amount a group, for example the trainer of fitness club can be motivate and provide the information of white kidneys bean to the customer. Moreover, the seller should provide the promotion to motivate the customer because they are sensitive to the price of white kidneys bean product.

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